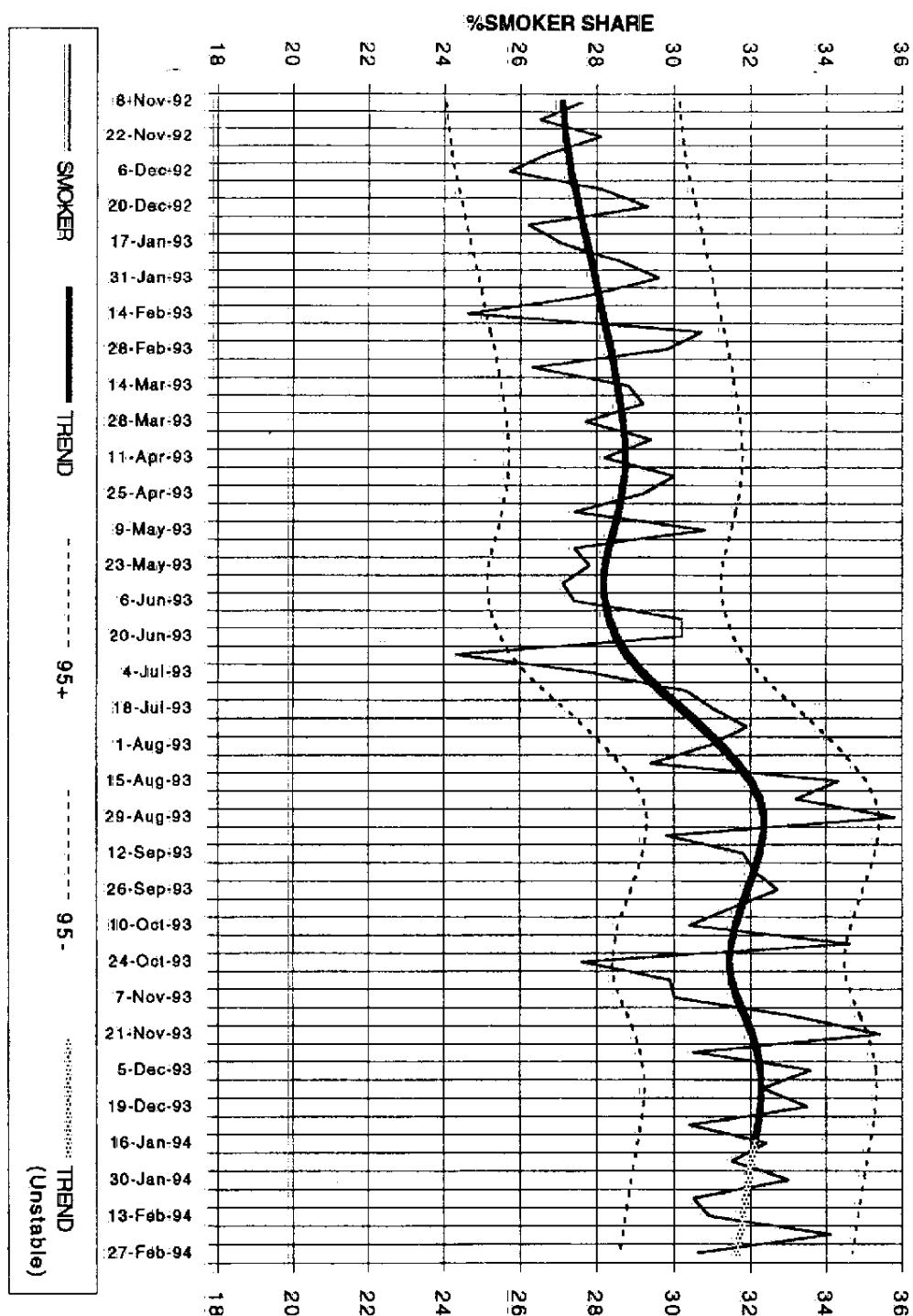


**MARLBORO SMOKER SHARE/MAT**

- Over the past 12 months, Marlboro monthly smoker and volumetric share gains have paralleled Nielsen retail share advances.
  - Since November, Marlboro weekly volumetric and smoker shares for both Total Smokers and 18-24 year olds have been flat.
  - 18-24 year old Discount volumetric and smoker shares continue to maintain an inverse relationship with Marlboro's performance.
- Weekly MAT mail receipts continue to rise, up to 389,000 counted receipts for week ending 3/2, plus an estimated 400,000 uncounted receipts.
- Awareness of the Marlboro Miles Promotion increased slightly in the two weeks prior to the February 28 expiration date, while the percentage of smokers collecting miles remained flat.

**2023656723**

# MARLBORO SMOKER SHARE (AMONG TOTAL SMOKERS)



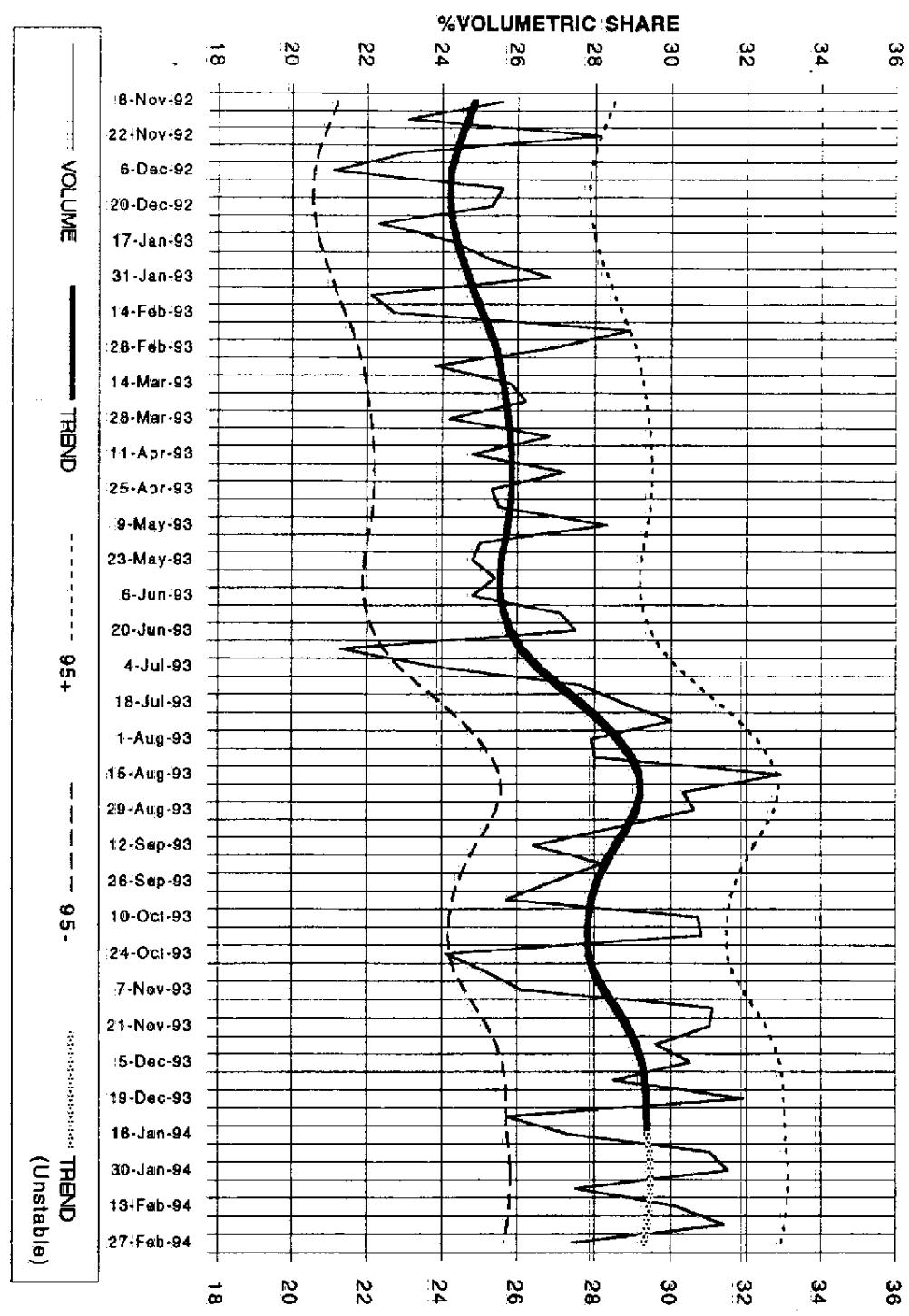
SOURCE: SMOKER TRACKING STUDY - WEEKLY

\*FEBRUARY 1994 REPRESENTS TOP LINE DATA

W.SMOKE

2023656724

# MARLBORO VOLUMETRIC SHARE (AMONG TOTAL SMOKER)



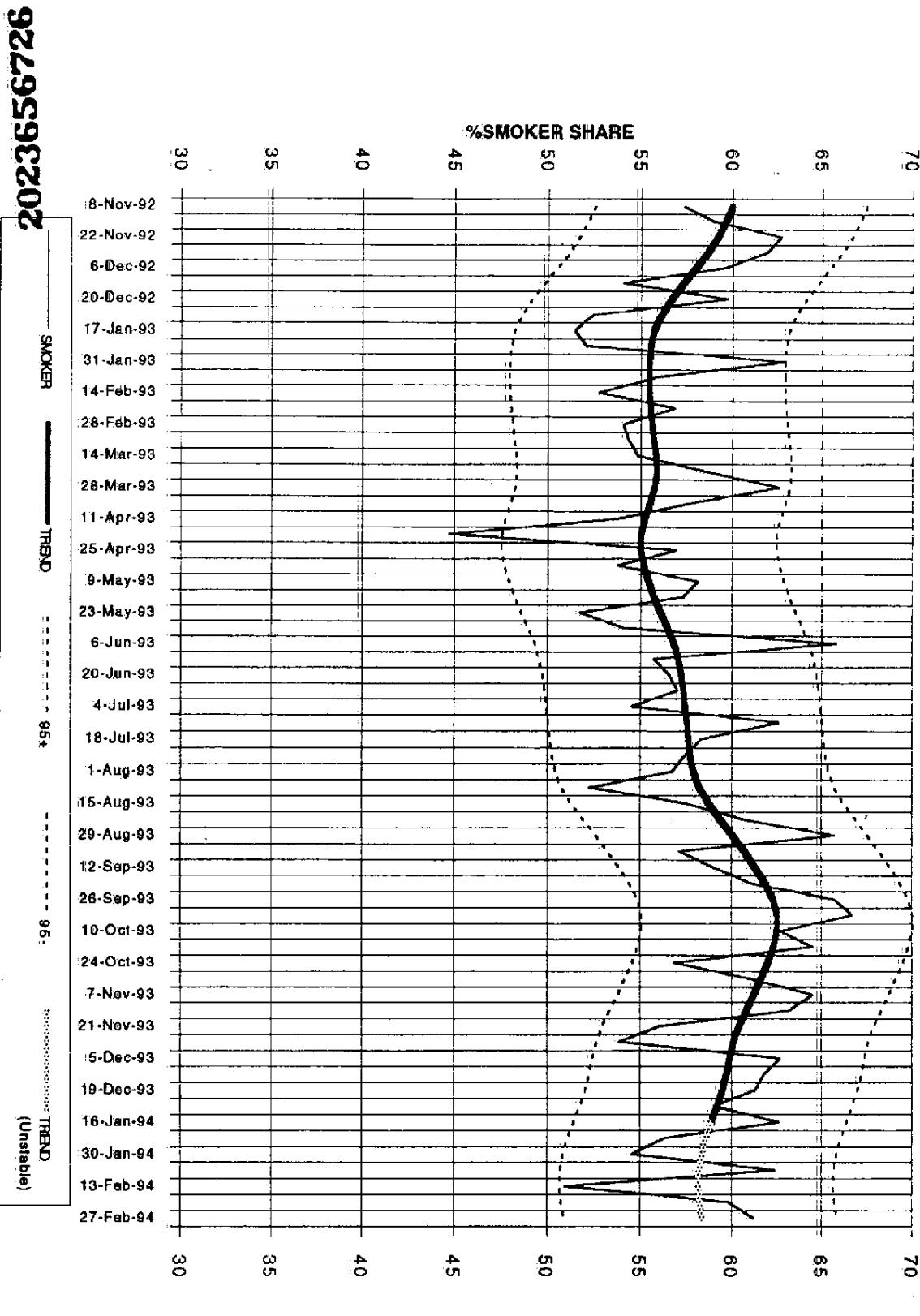
SOURCE: VOLUMETRICS - WEEKLY

\*FEBRUARY REPRESENTS TOP LINE DATA

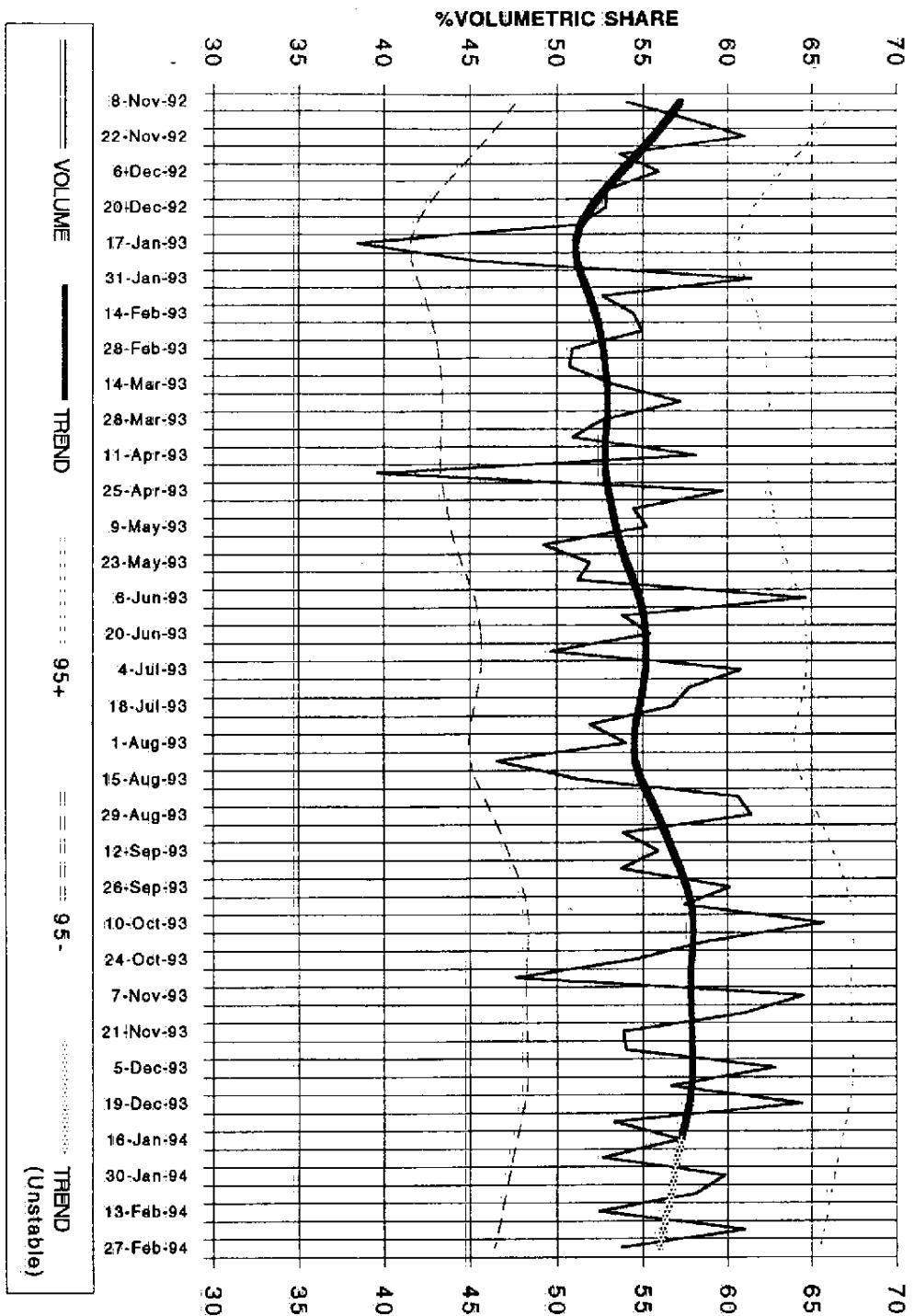
W.VOL.1

2023656725

# MARLBORO SMOKER SHARE (AMONG 18-24 SMOKERS)



# MARLBORO VOLUMETRIC SHARE (AMONG 18-24 SMOKERS)



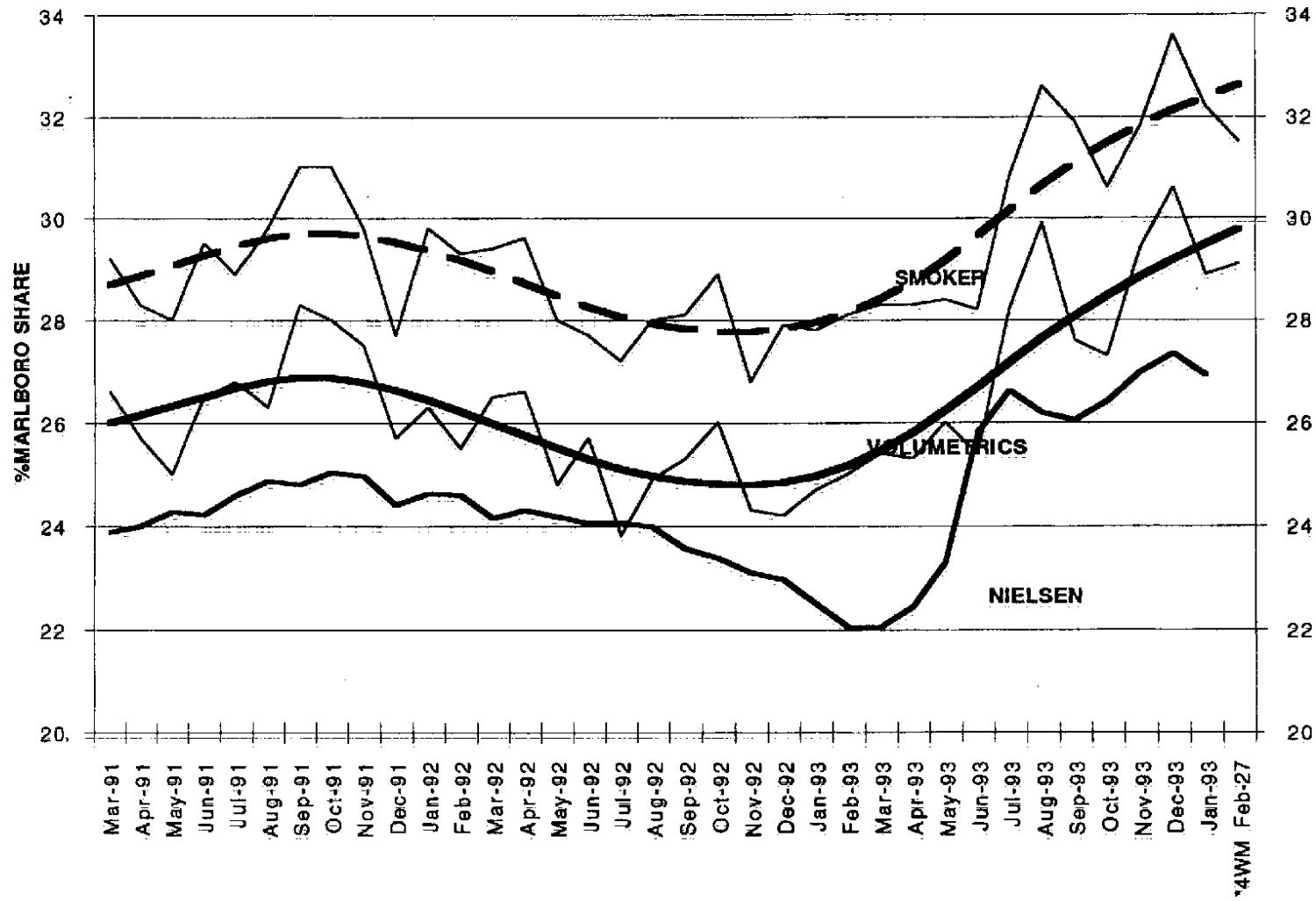
SOURCE: VOLUMETRICS - WEEKLY

FEBRUARY '94 REPRESENTS TOP LINE DATA

W.VOL 18242

2023656727

**MARLBORO SMOKER AND VOLUMETRIC SHARE TRENDS (AMONG TOTAL SMOKERS)  
CONTINUE TO INCREASE.**



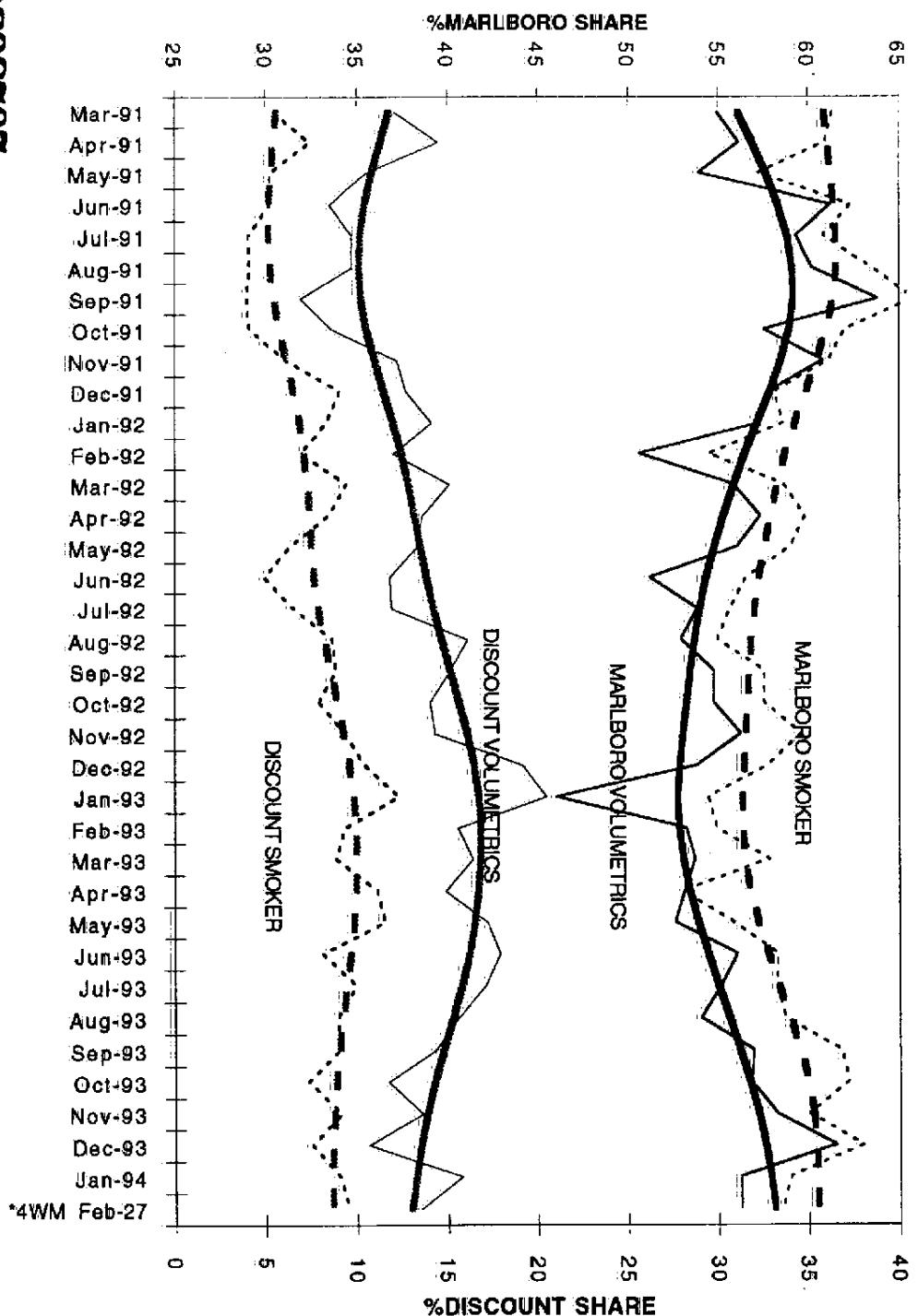
2023656728

SOURCE: CONTINUOUS TRACKING STUDY, NIELSEN - MONTHLY

NIELSEN

\*FEBRUARY '94 REPRESENTS TOP LINE DATA

**MARLBORO SMOKER AND VOLUMETRIC SHARE TRENDS (AMONG 18-24 SMOKERS)  
CONTINUE TO INCREASE.**



SOURCE: CONTINUOUS SMOKER TRACKING STUDY - 1MM

\*FEBRUARY '94 DATA IS TOP LINE

W.MARLBORO 1994 6

2023656729

## **MARLBORO ADVENTURE TEAM**

Weekly orders rose to 389,000 for the current week.  
Cumulatively through 3/2/94, over 6.1 million orders have been received.

### **Orders Received**

<u>Cume</u>	<u>MAT I</u>	<u>MAT II</u>	<u>MAT III</u>	<u>Total</u>
	1,524,595	2,255,480	2,325,073	6,105,148
3/2	5,844	22,133	360,983	388,960 **
2/23	5,486	17,339	246,102	268,927
2/16	4,569	17,157	223,652	245,378
2/9	4,968	20,358	154,124	179,450
2/2	4,121	16,792	142,071	162,984
1/26	3,118	13,143	108,502	124,763
1/19	2,990	11,431	110,661	125,082
1/12	2,987	10,250	90,061	103,298
1/5/94	1,288	3,066	50,087	54,441

### **Call Volume**

<u>Cume</u>	4,178,407
1/26	204,639
1/19	121,264
1/12	116,370
1/5/94	74,466
12/29	42,321

**2023656730**

\*\* Does not include at least 400,000 uncounted mail receipts.